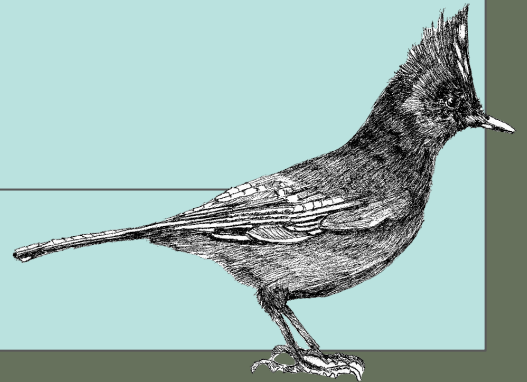


Hotelier Meeting

FALL & WINTER 25/26 UPDATES



AGENDA

WHAT WE WANT TO COVER

- 01** Roundtable News
- 02** Marketing Updates
- 03** Annual FY 24/25 Report
- 04** Lodging & Visitation Data
- 05** New Truckee Developments



MARKETING UPDATES



NEW WEBSITE

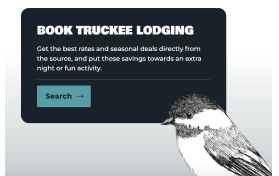
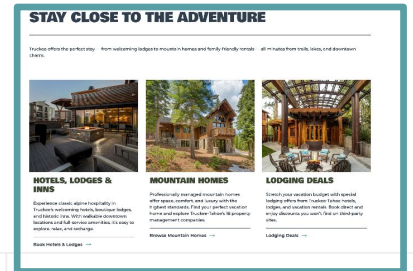
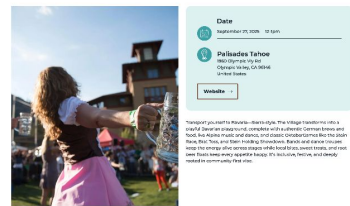
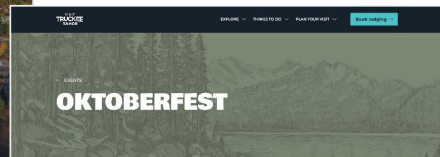
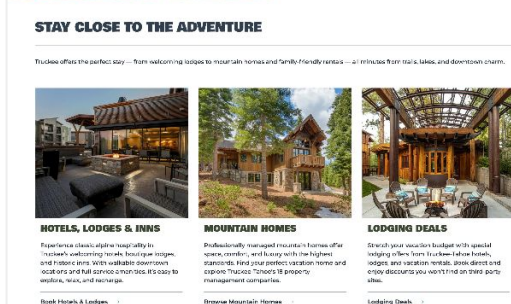
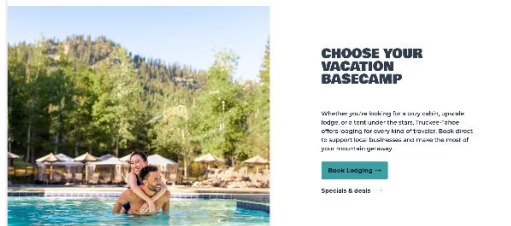
MAXIMIZING LODGING OPPORTUNITIES

Lodging bookings are prioritized throughout our new website, appearing where travelers are most likely to book.

- **Always Accessible:** Booking bar, buttons, and footer placements keep lodging top of mind.
- **Event & Itinerary Pages:** Each listing includes lodging callouts, prompting travelers to book when they're most inspired.

Website stats (August 28-Oct 13, 2025):

- **218% increase** in views of booking engine
- **488% increase** in purchase revenue
- **59% growth** in views per session



WHAT'S YOUR VACATION STYLE?

I'm feeling lucky →



LAIID-BACK



FAMILY-FOCUSED



ADVENTUROUS



WATER-FILLED



ROMANTIC

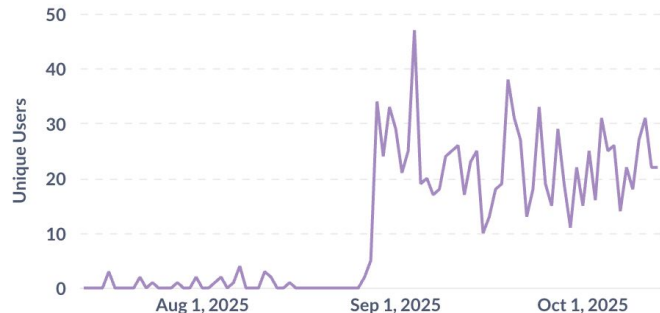


NOT SURE WHERE TO START

We've crafted the perfect vacation itineraries just for you. Whether you're seeking adventure, relaxation, romance, or family fun, our expertly designed Truckee experiences are ready to explore. Check out our curated itineraries below — or build your own perfect getaway with our AI-powered itinerary tool.

Customize Your Itinerary →

Users Who Made an Itinerary



POWERED BY MINDTRIP

AI TRIP PLANNER

Mindtrip is helping visitors discover new ways to explore and plan and the results speak for themselves.

- Since launch, usage has **increased by 593%**.
- **Over 1,000 itineraries** built in 60 days.
- Visitors stay engaged (**3:41 avg.**) and convert at **40%, far above industry norms.**

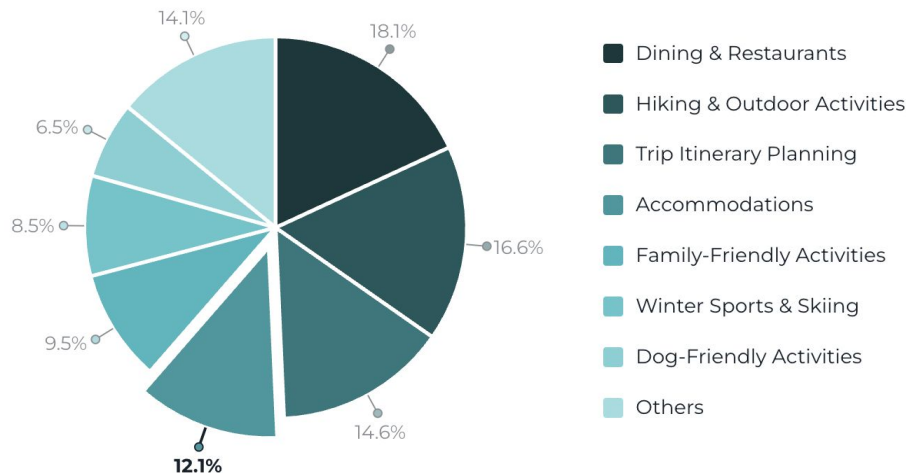
POWERED BY MINDTRIP

AI TRIP PLANNER

Over 500 chats in 90 days show what travelers want most — great food, outdoor adventure, and a little help finding their perfect Truckee stay.

Notably, **12% of chats focus on accommodations**, showing strong interest in where to stay (and where to get free food.)

MINDTRIP CHAT TOPICS



What Truckee hotels offers free breakfast?"



What's fun to do over 50?"



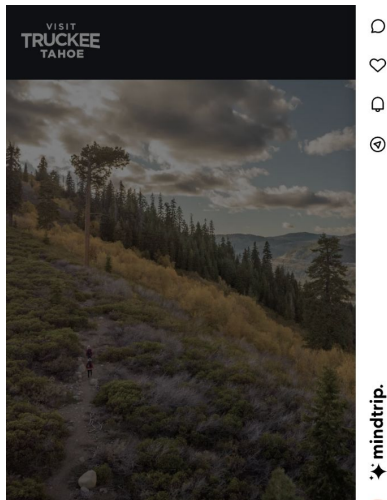
What are some dog-friendly trails?"

FUTURE OF MINDTRIP

FROM INSPIRATION TO RESERVATION

We're continuing to evolve the AI Trip Planner with Mindtrip.

The next phase of our partnership with Mindtrip brings booking directly into the tool through Ripe integration — letting visitors explore, plan, and book their Truckee stay in one place.



Cozy B&B steps from Donner Lake, uniquely themed rooms, hearty homemade breakfast, and forest views.

Recommendations

- For a modern, amenity-rich stay close to everything, **SpringHill Suites by Marriott Truckee Lake Tahoe** or **Best Western Plus Truckee-Tahoe Hotel** are excellent choices.
- For boutique and local flavor, **Martis Valley Lodge**, **Tapestry Collection by Hilton** and **Gravity Haus Truckee-Tahoe** stand out.
- For history lovers or those wanting a central downtown experience, **The Truckee Hotel** and **River Street Inn** offer unique stays.

Would you like details on a specific hotel, or are you looking for a certain atmosphere—like lakeside, downtown, or something more secluded?

SpringHill Suites by Marriott Truckee Lake Tahoe
★ 4.5 · 959 reviews · Truckee, California
Hotel

Overview Rooms Amenities Reviews Location

SpringHill Suites by Marriott Truckee Lake Tahoe is a modern hotel situated in Truckee, California, offering easy access to the historic downtown area and the scenic Lake Tahoe region. The hotel features 114 air-conditioned suites equipped with amenities such as microwaves, mini-fridges, and flat-screen TVs. Guests can enjoy a complimentary hot breakfast daily...

\$244 per night

Check in Jan 13 Check out Jan 17

2 adults

Check availability

Address
10640 East Jibboom Street

Phone
(530) 563-9500

FALL LODGING SPECIALS

DRIVING BOOKINGS WITH FALL PROMOTIONS

Your fall special offers were featured front and center on our Deals & Packages page and in our Fall in Truckee email campaign. The email was sent to more than 27,000 subscribers interested in Truckee getaways and mountain travel.

- **27,000+ emails delivered**
- **11,663 opens (43% open rate)**
- **20.6% of those who opened clicked through to learn more about fall lodging**

DEALS & PACKAGES

RECOVER & RUN AWAY AT EAST WEST HOSPITALITY
Take a break from the daily grind and enjoy the beauty of the Truckee-Tahoe region. Book a stay at East West Hospitality, a collection of properties offering a mix of rustic charm and modern amenities. Enjoy the view, the food, and the company of friends and family.

STAY & SOAK THIS FALL
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

EXPERIENCE YOUR STAY & SAVE 15%
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

SAVE UP TO 30% AT BEST WESTERN
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

SAVE 10% WHEN YOU BOOK A FRIEND
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

SAVE 10% AT TRUCKEE DOWNER LODGE
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

SAVE 20% ON FALL STAYS WITH TRUCKEE MOUNTAIN PROPERTIES
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

SAVE 10% ON STAY & GET MADE
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

SAVE 8% WITH TRUCKEE LODGING PROPERTIES
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

BOOKED LARGE OFFSTAY - 15% OFF
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

SAVE 10% ON A TRUCKEE TARDER BONNER GETAWAY
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

WILLOW WETLANDS FALL DEAL 10% OFF
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

GET THE INSIDE SCOOP
Sign up for our newsletter to receive the latest news and updates on our properties and services.

JOIN TRUCKEE LODGING
Join our community of travelers and enjoy the best of the Truckee-Tahoe region.

FALL IN TRUCKEE IS EASY TO LOVE

Fall means fewer crowds, open trails, and scenic lodging. With brilliant fall colors and a cooler climate, it's the perfect time to visit. Book your stay today.

OUR FAVORITE FALL THINGS TO DO & PLACES TO STAY

To help you seek up every golden moment, here are some of our favorite fall adventures - plus lodging deals that make every moment count.

FALL LODGING DEALS

GRAVITY HAUS
Star gazing, night and day. 30% off, 100% fun. 1 night and up. For \$100. Free.

TRUCKEE LODGING
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

FALL LODGING DEALS

TARDER GETAWAYS
Rates from **\$352** per night. Book 3 nights and only 20% off you'll star this gorgeous stay.

TRUCKEE MOUNTAIN PROPERTIES
Rates from **\$476** per night. Book 3 nights and only 20% off you'll star this gorgeous stay.

TRUCKEE LODGING PROPERTIES
Rates from **\$352** per night. Enjoy 8% off stays between Sep 25 - Oct 12, 2023. (excludes Nov 25 - Dec 10, 2023).

TRUCKEE LODGING PROPERTIES
Rates from **\$223** per night. Save 10% on stays September 2 - November 24, 2023. (excludes Nov 25 - Dec 10, 2023).

BOOK DIRECT. SAVE MORE. SUPPORT LOCAL.

TRUCKEE LODGING
Experience the beauty of the Truckee-Tahoe region with a stay at a local lodge. Enjoy the view, the food, and the company of friends and family. Book your stay today.

FALL 2025

\$100K FALL MEDIA PLAN TO BOOST VISITATION

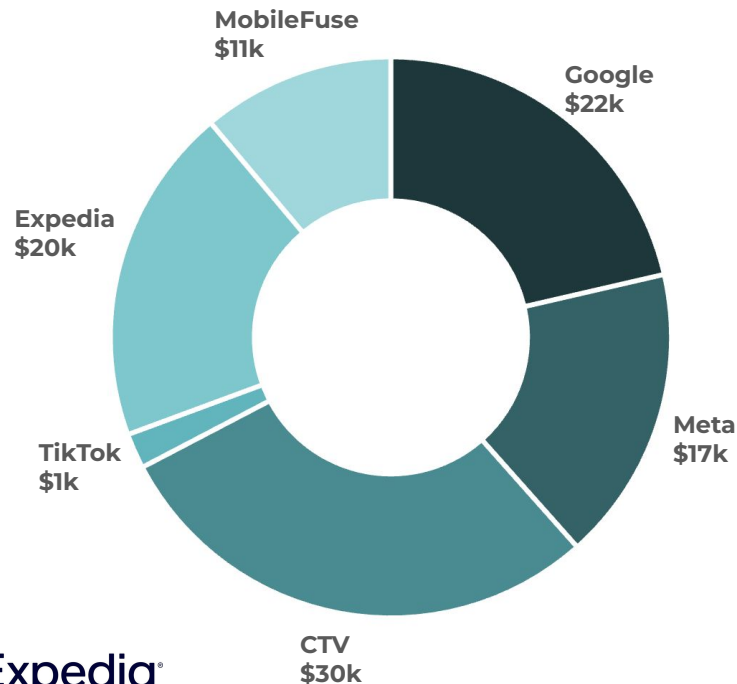
This fall, we're investing \$100K in paid media to keep Truckee top of mind and drive visitation.

A balanced mix across channels ensures Truckee stays visible from discovery to booking.

We're focused on mobile, social, and connected TV to reach travelers where they spend the most time.

FALL BUDGET BREAKDOWN (\$100K)

September - November 2025



tubi

HBO
max

ROKU



Google



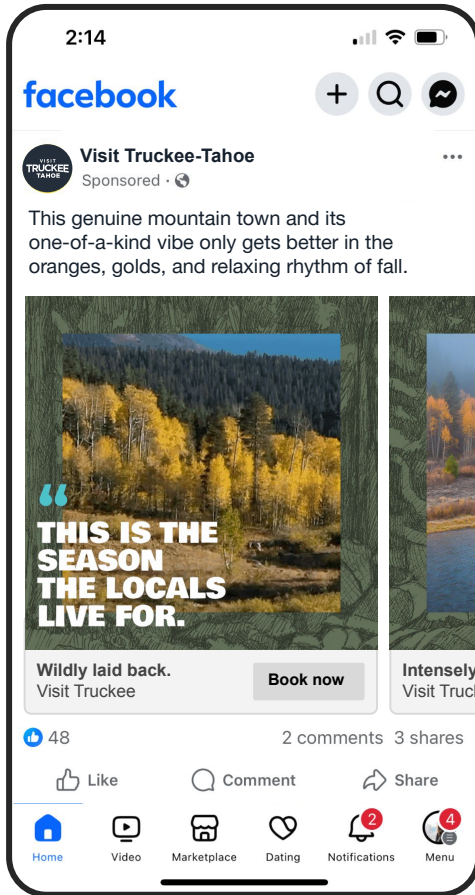
Expedia®

CTV
\$30k

PAID MEDIA

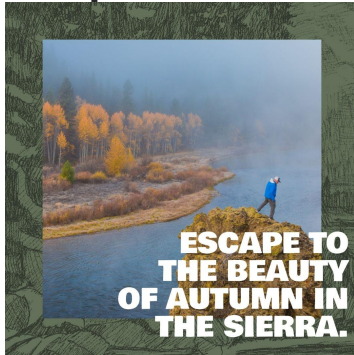
INSPIRING FALL TRAVEL

Awareness ads showcase Truckee's fall charm, building interest and encouraging visitation during a traditionally slower season.



Wildly laid back.
Visit Truckee

Book now



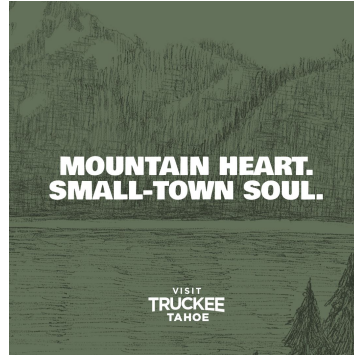
Intensely down-to-earth.
Visit Truckee

Book now



Fiercely proud.
Visit Truckee

Book now



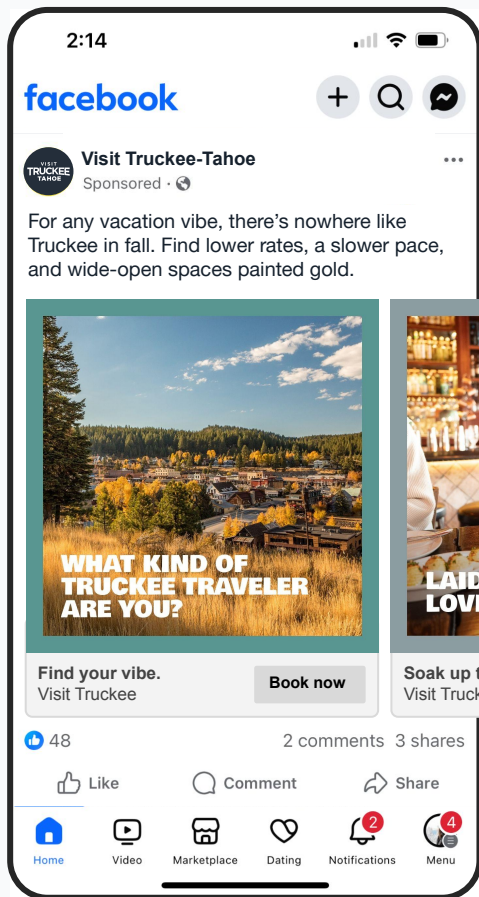
Come play.
Visit Truckee

Book now

CONSIDERATION ADS

INSPIRING TRIP PLANNING

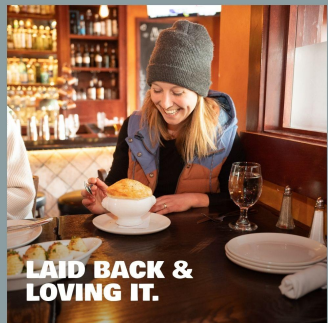
These ads move potential visitors from interest to action, encouraging trip planning and showcasing the variety of fall experiences in Truckee.



WHAT KIND OF TRUCKEE TRAVELER ARE YOU?

Find your vibe.
Visit Truckee

[Book now](#)



LAID BACK & LOVING IT.

Soak up the season.
Visit Truckee

[Book now](#)



ALWAYS GETTING AFTER IT.

Pick your passions.
Visit Truckee

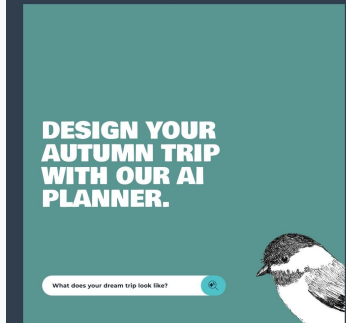
[Book now](#)



MAKING FAMILY MEMORIES TO THE MAX.

Find the fun.
Visit Truckee

[Book now](#)



DESIGN YOUR AUTUMN TRIP WITH OUR AI PLANNER.

Start planning.
Visit Truckee

[Book now](#)

PAID MEDIA

INTEREST BASED TARGETING

Ads are tailored to outdoor adventurers reaching them with messages that match their passions.

Retargeting ensures visitors who explore outdoor pages on our site see follow-up ads designed to move them from inspiration to booking.

**Visit Truckee, California**
Sponsored · 

... X

Cool temps, crisp air, and 300+ miles of trails. Fall in Truckee is prime time to ride, explore, and soak in Tahoe views. Plan your [...See more](#)



DROP INTO TRUCKEE'S FALL VIBE

MOUNTAIN HEART. SMALL-TOWN SOUL.

visittruckeetahoe.com/biking
Ride Into Fall Adventure
Discover Truckee's trails, ...

[Learn more](#)

**Visit Truckee, California**
Sponsored · 

... X

How far can you drive at 6,000 feet elevation? Try your swing this fall on any of Truckee's 10+ amazing courses. Plan your [...See more](#)



SWING INTO TRUCKEE'S FALL VIBE

MOUNTAIN HEART. SMALL-TOWN SOUL.

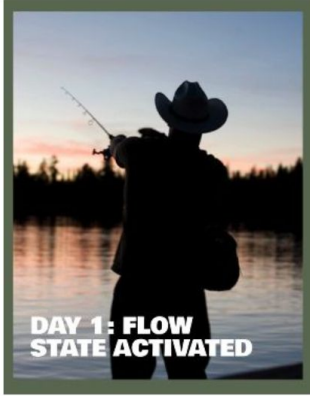
visittruckeetahoe.com/golf
Play Where the Mountains Meet the Green

[Learn more](#)

Instagram

**visittruckeetahoe**
Sponsored

...



DAY 1: FLOW STATE ACTIVATED

[Learn more](#) >



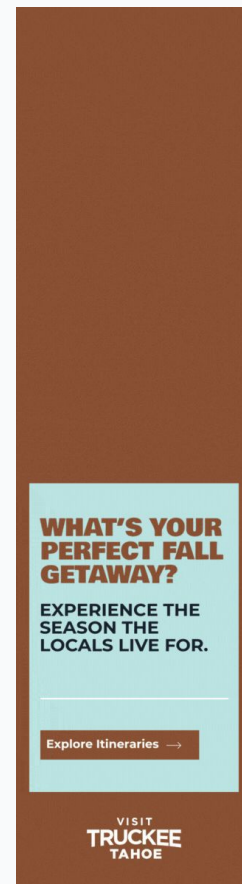
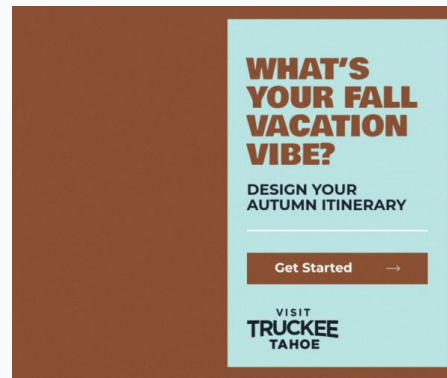


visittruckeetahoe In Truckee, rivers run wide and fall colors run deep. From sunrise casts to golden ... [more](#)

PAID MEDIA

DISPLAY ADS: DRIVING TRIP PLANNING

Animated display ads extend our campaign beyond Meta, reinforcing Truckee's fall message and expanding audience reach.



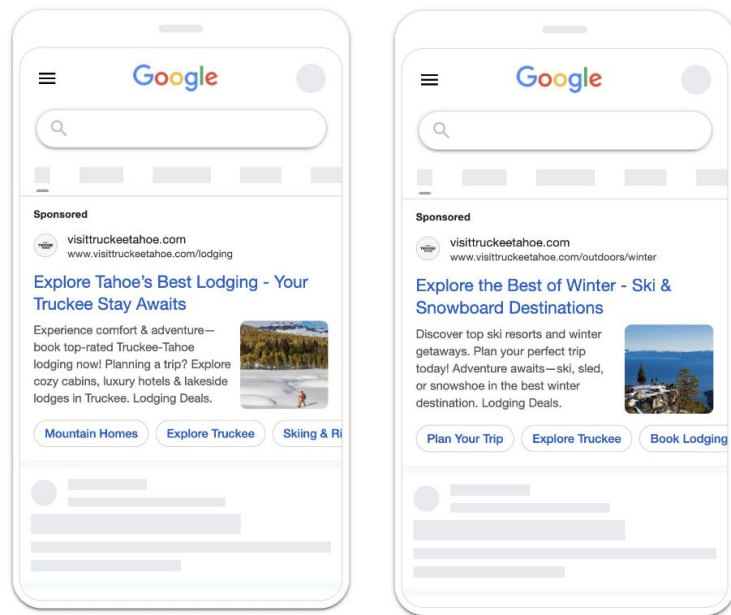
GOOGLE PAID SEARCH

PAID SEARCH DRIVING STRONG LODGING DEMAND

Paid Search continues to be a top-performing channel for Visit Truckee-Tahoe, delivering high engagement and conversions.

- **12.3% CTR** overall — nearly 3x the industry average (4.68%)
- **“Visit Tahoe”** keyword delivered a **42% CTR**
- **“Hotels in Truckee”** converted at **25%**

These results show strong intent and interest in Truckee lodging, reinforcing that our paid search strategy is effectively capturing travelers ready to book.



FALL SWEEPSTAKES

DRIVING AWARENESS & DATABASE GROWTH

Showcasing Truckee partners and driving database growth, the fall sweepstakes has generated **6,500+ new leads** to date at just **\$0.87 CPL** (vs. \$21.98 benchmark).

Thanks to partner support, VTT continues to grow its owned audience — fueling email, our top-performing marketing channel.



WIN YOUR DREAM TRUCKEE ESCAPE

FROM SNOWY SLOPES TO SUNNY LAKE DAYS... WIN IT ALL!

Dreaming of snowy slopes and sunny lake days? Your Truckee Tahoe adventure starts here. Enter now for a chance to win a \$4,000 all-season getaway — with this all-new Martis Valley Lodge as your basecamp.



One lucky winner will receive:

- 2 night stay at Martis Valley Lodge
- 4-hour boat rental from Homewood Marinas
- Private guided backcountry tour with Tahoe Mountain Spots
- Ski lift for 2 people
- Backcountry gear rentals from Tahoe Mountain Spots
- 90-minute signature massage from Martis Valley Massage
- Coffee bundle from Drink Coffee Do Stuff

Powder, peaks, lake days, and cozy nights — Truckee delivers adventure in every season. Enter now to escape since fall.

[Enter Now](#)

WHAT YOU WIN



2-NIGHTS LODGING AT MARTIS VALLEY LODGE

Recent multi-million dollar transformation brings boutique design, local dining, and on-demand recreation hospitality. The all-new lodge is your ultimate basecamp.

[More Info](#)



4-HOUR BOAT RENTAL - HOMECOMING MARINAS

Truckee Lake takes you to Homewood Marina & Bay. Enjoy a 4-hour rental in your choice of a 27' or 36' boat on the Truckee Lake. The perfect way to soak up Tahoe's crystal-clear waters.

[More Info](#)



90-MINUTE MASSAGE - MARTIS VALLEY MASSAGE

Unwind with a 90-minute signature massage at Martis Valley Massage. As they happen, enjoy a \$250 new spa. (Covers up to 12 people). You'll depart with your signature scent or massage and tea served to you.

[More Info](#)



\$100 COFFEE BUNDLE - DRINK COFFEE DO STUFF

Use your morning with the best local brew from local Truckee Coffee Co. Stuff. Local coffee comes with extraordinary gifts.

[More Info](#)

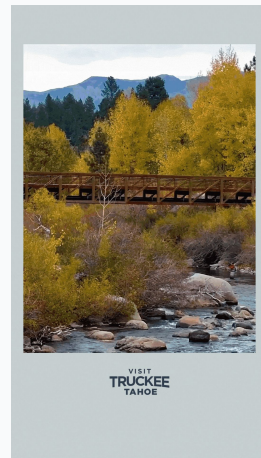


GET UNFROST WITH PRE-BUILT FIREPLACES

No need to shiver. We did it for you. One new crystal-look Tahoe fireplace. Plus, find your outdoor fun, local food, and local beer. Just what you need.

[Register](#)

[Enter Sweepstakes](#)



VISIT
TRUCKEE
TAHOE



WIN A
TRUCKEE
TAHOE
ESCAPE

BRINGING BACK THE \$150 GIFT CARD PROMOTION

The campaign, featured across our website and emails, drives early bookings, longer stays, and supports Truckee's lodging community.



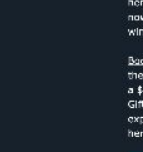
WINTER'S COMING PLAN YOUR TRIP NOW

SNOW'S IN THE FORECAST
AND SKI SEASON'S
CALLING.

The first storm of the season is rolling in, with reports calling for up to a foot of snow on the peaks Wednesday morning. 2025/26 ski season is here before you know it's the time to plan your winter getaway.

Book by **November 30** for the best selection — a **\$150 Sustainable Gift Card** to shop, dine, explore local while you're here.

Winter Lodging Offer



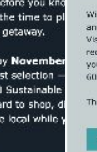


BOOK NOW & GET \$150

Winter's on its way — bringing powder days, cozy nights, and fireside mornings. Book early! Through [Visit Truckee Tahoe's](#) [Winter Lodging Offer](#) and receive a **\$150 Sustainable Truckee Gift Card** when your reservation includes 3+ nights. Gift cards valid at [dine](#), local restaurants, shops, and experiences.

This offer is only valid through **November 30, 2025**.

Get your \$150 Gift Card





HOTELS

Skip steps from downtown Truckee or close to your favorite mountain.

Explore

VACATION RENTALS

Enjoy more space, comfort, and the convenience of a full kitchen.

Explore

LODGING DEALS

Save up to 15% on city stays and seasonal lodging promotions.

Explore

VISIT
**TRUCKEE
TAHOE**

100 LAUREL AVENUE • 100-40 TRUCKEE AVENUE • TRUCKEE, CALIFORNIA 96161
1-800-762-2338 • 760-233-8222

f @ t



EARLY WINTER LODGING OFFER



GET A \$150 GIFT CARD WHEN YOU BOOK YOUR WINTER STAY

Book your Tahoe stay or getaway through a Travel Advisor by November 30, 2021, and receive \$150 Sustainable Truckee Gift Card when you receive your booking.

*Some restrictions may apply. See website for details.

[Book Now](#)

HOW IT WORKS

- Book your stay through a Travel Advisor by November 30, 2021. (Travel Advisor is not required, but is highly recommended.)
- Book a Tahoe stay or getaway through a Travel Advisor by November 30, 2021.
- Once your stay is booked, you'll receive a \$150 Sustainable Truckee Gift Card about 14-21 days before your stay.

Please note:

- This promotion is for lodging only. It does not include Airbnb or other vacation rental stays.
- The offer is available for stays booked by November 30, 2021, and is available for stays booked by November 30, 2021.

ABOUT THE SUSTAINABLE TRUCKEE GIFT CARD

The Sustainable Truckee Gift Card is a digital gift card redeemable at all participating businesses in the Truckee area. It is a great way to support the local economy and enjoy the beauty of the Truckee area.

You can use the gift card at all participating businesses in the Truckee area. It is a great way to support the local economy and enjoy the beauty of the Truckee area.

This promotion is available for stays booked by November 30, 2021, and is available for stays booked by November 30, 2021.



SUSTAINABLE TRUCKEE

GIFT CARD

PLAY • DRINK • DINE • SHOP

TRUCKEE LOCAL

TRUCKEE: THE HEART OF TAHOE WINTER ADVENTURE

Travel on all of our routes to enjoy the best of Tahoe winter adventures. From the heart of the Truckee area, we offer a variety of winter adventures.

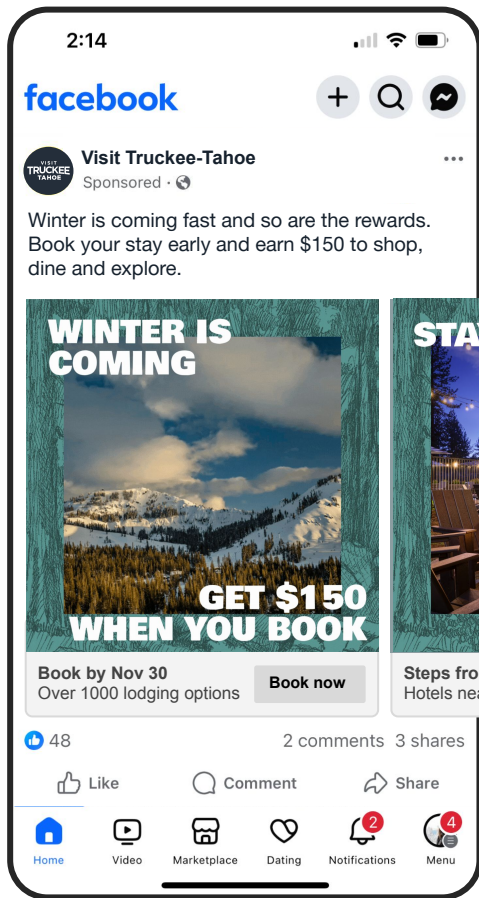
Travel on all of our routes to enjoy the best of Tahoe winter adventures. From the heart of the Truckee area, we offer a variety of winter adventures.

Travel on all of our routes to enjoy the best of Tahoe winter adventures. From the heart of the Truckee area, we offer a variety of winter adventures.



WINTER PROMOTION AD

Creative for this campaign captures Truckee's early-season excitement — from the first snowfall to cozy evenings by the fire. The ads highlight the wide variety of lodging options, showcasing the convenience of hotels near the slopes and town alongside the spacious comfort of mountain homes.

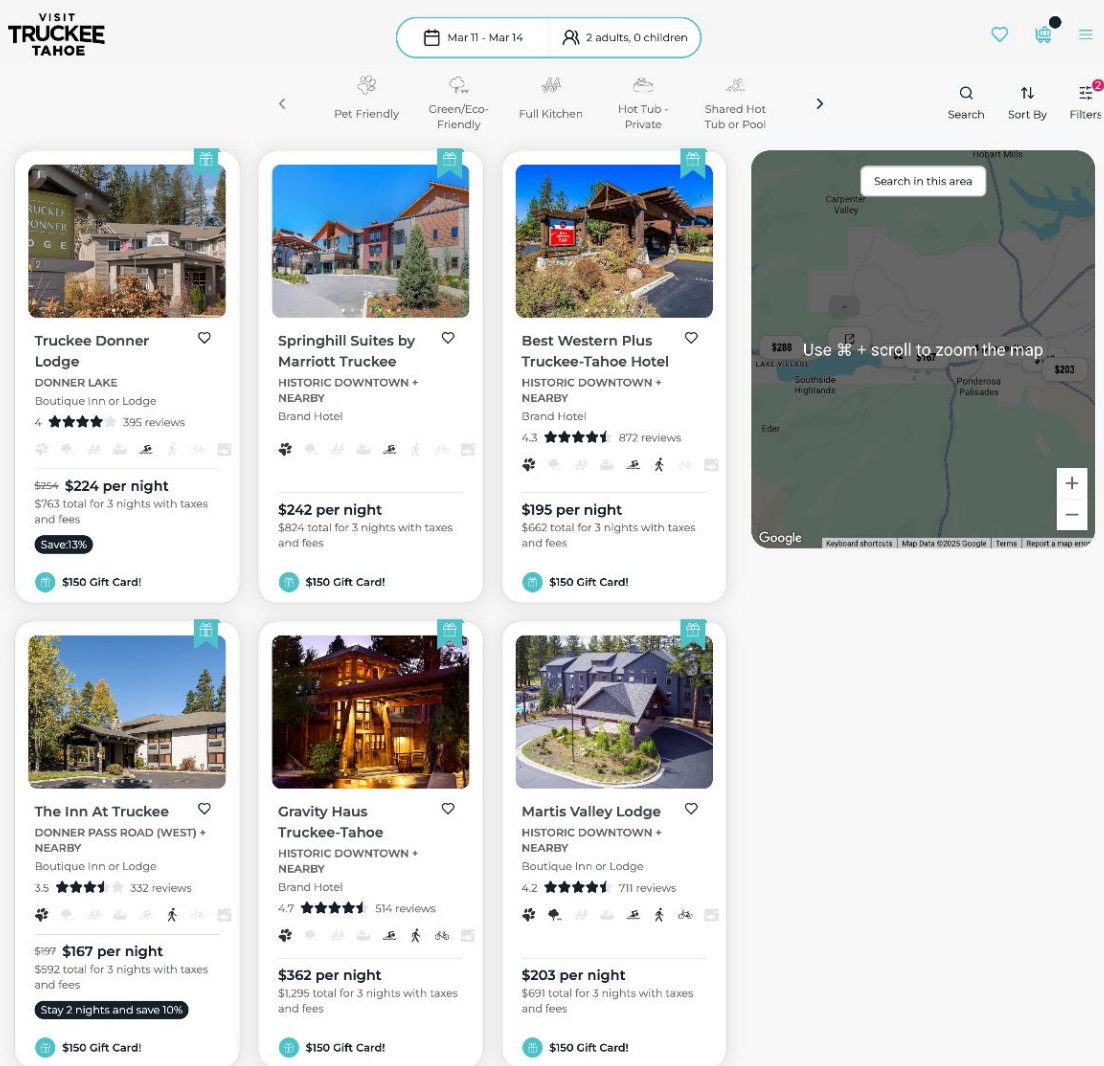


VTT's BOOKING ENGINE

COMMISSION-FREE PLATFORM TO DRIVE BOOKINGS

Visit Truckee-Tahoe's booking engine delivers a seamless guest experience while keeping lodging commission-free for partners and all Truckee properties represented.

During the \$150 Gift Card promotion, each property displays the offer directly on its listing — giving every hotel equal visibility and an added incentive to book.



PARTNER TOOLKIT

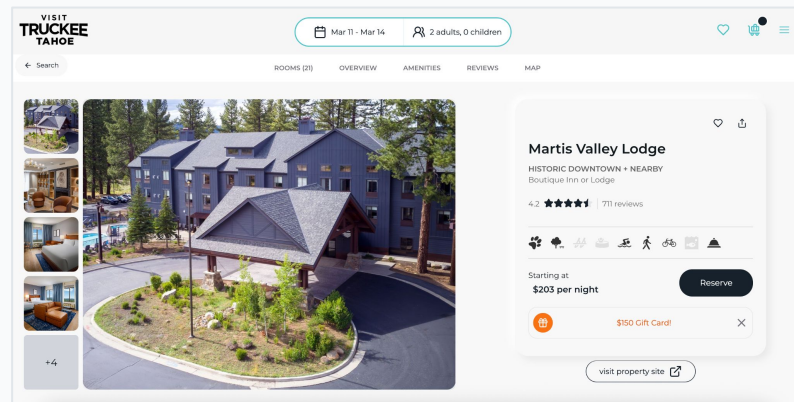
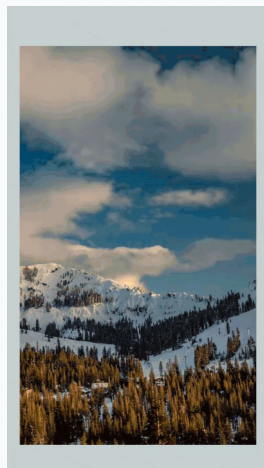
READY-TO-USE WINTER CREATIVE

Visit Truckee-Tahoe created ready-to-use creative assets to help partners promote the Gift Card offer.

The toolkit includes social images, suggested copy, email header and more.

We invite partners to partner with us to amplify this effort and drive more winter bookings through the \$150 incentive.

You can link directly into your property page in the booking engine.



INSPIRING TOOL FOR EXPLORATION

NEW VISITORS' MAP

Designed to help visitors navigate Truckee with ease and discover more of what makes it special. The new Visitors' Map highlights hidden gems, and combines everything guests need — trails, dining, lodging, and local favorites — into one beautiful, branded guide.

SMALL TOWN. BIG ADVENTURE.

DOWNHILL & NORDIC SKIING
Seven world-class alpine resorts within 15-45 minutes of downtown Truckee, plus five Nordic skiing areas, including Royal Gorge, the largest cross-country resort in North America

BACKCOUNTRY TERRAIN
Hundreds of miles across the Tahoe National Forest

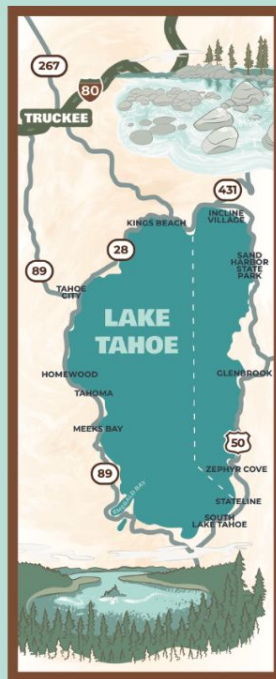
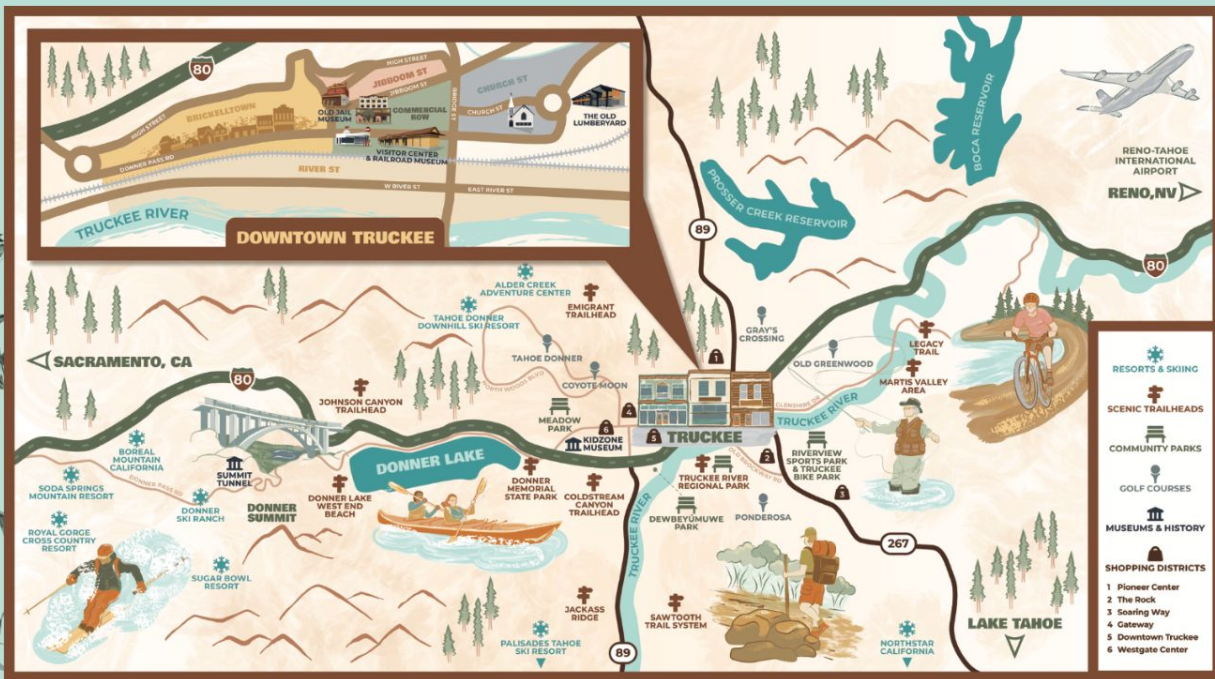
LAKES
More than 100 alpine lakes within an hour of Truckee

TRUCKEE RIVER
121 miles, flowing from Lake Tahoe through Truckee and Reno to Pyramid Lake

TRAILS
Over 300 miles for hiking, biking, and trail running, including the Pacific Crest and Tahoe Rim Trails

VISIT LIKE A PRO!

- Bring your own water bottle and drink pure, clean Truckee tap
- Stay in a Truckee eco-green hotel or mountain home and be a friendly, mindful neighbor
- Rent an E-bike in summer and ride our year-round FREE TART shuttle to access trailheads, downtown and ride lots to ski areas
- Shop local, support our community and buy Sustainable Truckee Gift Cards
- Pack out trash and pick up what you can



INSPIRING TOOL FOR EXPLORATION

NEW VISITORS' MAP

Designed to help visitors navigate Truckee with ease and discover more of what makes it special. The new Visitors' Map highlights hidden gems, and combines everything guests need — trails, dining, lodging, and local favorites — into one beautiful, branded guide.



YOUR MOUNTAIN HOME AWAY FROM HOME.

Framed by towering pines and the rugged peaks of the Sierras, Truckee is where adventure meets authenticity. Equal parts laid-back charm and next-level outdoor adventure, we're the year-round destination that turns a getaway into an unforgettable escape. With crisp mountain air, dramatic scenery and the perfect dose of hometown hospitality, every moment feels tailor-made for discovery.

THINGS TO DO

Snowy adventure? Sun-soaked escape? One-of-a-kind shopping excursion? Explore a curated collection of seasonal activities that turn every visit into a story worth telling.



Need to fill up your to-do list? Scan the QR code for a full list of area activities.



WHAT'S HAPPENING THIS WEEK

Find out what's unfolding in Truckee right now through our events calendar, detailing the latest and greatest happenings.



Looking for the latest? Scan the QR code for a full list of current and upcoming events.



EXPLORE LIKE A LOCAL.

Get the local lowdown about some of Truckee's hidden gems from those who know.

“With 37 public docks around Donner Lake, you're never far from the perfect plunge.”

“The Truckee River is our town's gem, flowing from Lake Tahoe to Pyramid Lake. Walk the trails, paddle, fish, or wade to soak up its beauty.”

DINING

Savor Truckee's vibrant culinary scene, where creative flavor is always on full display, from cozy cafés to local haunts to upscale dining experiences.



Hungry for more? Scan the QR code for a full list of dining options.



LODGING

Rest easy with over 1,000 lodging options, ranging from boutique hotels and historic inns to sprawling mountain retreats that feel like your own alpine hideaway.



Searching for your perfect perch? Scan the QR code for a full list of lodging options.



MOUNTAIN HEART. SMALL-TOWN SOUL.



HIGH-ALPINE ADVENTURES, LAID-BACK LAKE STYLE, AND DEEPLY-RESPECTED HISTORIES HAVE FORGED A SPECIAL KIND OF COMMUNITY HERE.

EVERY PATH LEADS TO A PIECE OF HISTORY.

Step into the past as you explore Truckee's historic streets and landmarks.

- **Old Jail Museum (1875)** – Once home to lumberjacks and gunslingers, now sharing their stories.
- **Commercial Row** – Rebuilt after the 1871 fire, today it's filled with cafés and shops locals love.
- **Ice Harvesting at Donner Lake** – Pioneers carved ice here to keep San Francisco cool.
- **Summit Tunnels & China Wall (1860s)** – Hand-built by Chinese laborers, this feat carved a path through the Sierra.
- **Donner Memorial State Park & Emigrant Trail Museum** – Honoring emigrants who braved the Sierra, including the Donner Party.
- **Boca Townsite** – Once bustling with ice, lumber, and Boca Beer, now a fascinating spot to explore.



Ready to travel back in time? Scan the QR code for a full list of historic sites and points of interest.

VISIT
TRUCKEE
TAHOE

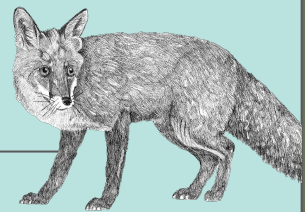
VisitTruckeeTahoe.com

VISIT
TRUCKEE
TAHOE



VISITOR'S
MAP

END OF YEAR REPORT





FY 24/25 BRAND PILLARS

In FY 23/24–24/25, Visit Truckee-Tahoe aligned its work around six strategic priorities, grouped into three core brand pillars:

**OVERNIGHT
VISITOR
ATTRACTION**

**TOURISM
ECOSYSTEM**

**DESTINATION
MANAGEMENT**

AWARENESS

Where we reach people and grab their attention

14.5M +41%

Total Impressions

That's a 41% increase in paid media impressions from FY 23/24 despite \$26k less in spend

80.3K +104%

Total social followers

A 104% increase in owned social media audience from FY 23/24

396 Mentions

Total PR Placements

This FY serves as our benchmark year with 5.1B UVM.

CONSIDERATION

Drive engagement through compelling storytelling & encourage deeper exploration & connection

608.1k +18%

Total pageviews

18% increase in site visitation from FY 23/24 to website

47.3K -140%

Total Booking Engine Views

A 140% decrease in booking engine visitation from FY 23/24

3.1 M +89%

Total Video Views

88.78% increase in video views from FY 23/24, which saw 349,206 total video views.

CONVERSION

Where we reach people and grab their attention

11.5k +67%

Total Lodging Referrals

A 67% increase in lodging referrals from booking engine and brand website

\$24.5K +371%

Direct Offer Conversion

A 371% increase from previous year with \$5.2k.

40.1k +19%

Total Database

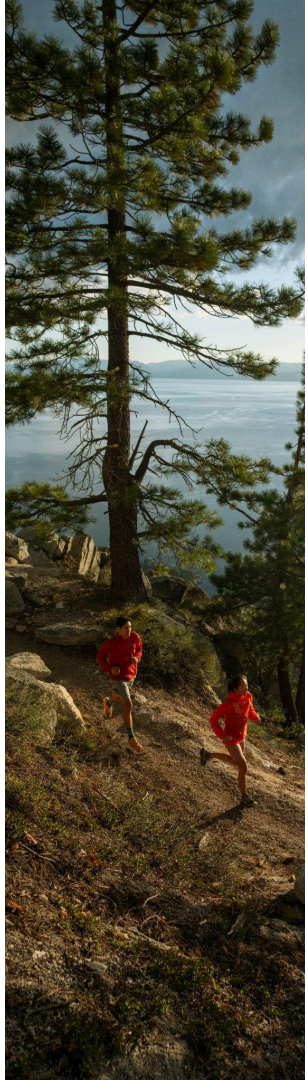
19% increase in total database compared to FY 23/24

23% +77%

Visitor usage of TART Connect

Saw a 10pt increase YoY with visitors utilizing TART just 13% in FY 23/24





NON-PEAK LODGING CAMPAIGNS

To support midweek and shoulder season occupancy, we launched targeted lodging campaigns that highlighted seasonal value, local charm, and book-direct incentives. These efforts aimed to drive overnight stays during slower periods.

13X
**DIRECT BOOKING
INCREASE**

FALL / EARLY WINTER

2M
**TOTAL
IMPRESSIONS**

1.2K
**OUTBOUND CLICKS
(LODGING)**

\$3.9k
**CONVERSION
VALUE**

SPRING

1.38M
**TOTAL
IMPRESSIONS**

3.5K
**OUTBOUND CLICKS
(LODGING)**

\$2.44
**COST PER
RESULT**

Attributed to paid
media

EARLY SUMMER

2.3M
**TOTAL
IMPRESSIONS**

4.6K
**OUTBOUND CLICKS
(LODGING)**

\$20.5k
**CONVERSION
VALUE**

LODGING & VISITATION DATA



TOT REVENUE BY YEAR

Transient Occupancy Tax Trend (10%)



\$60M

**LODGING
REVENUE**

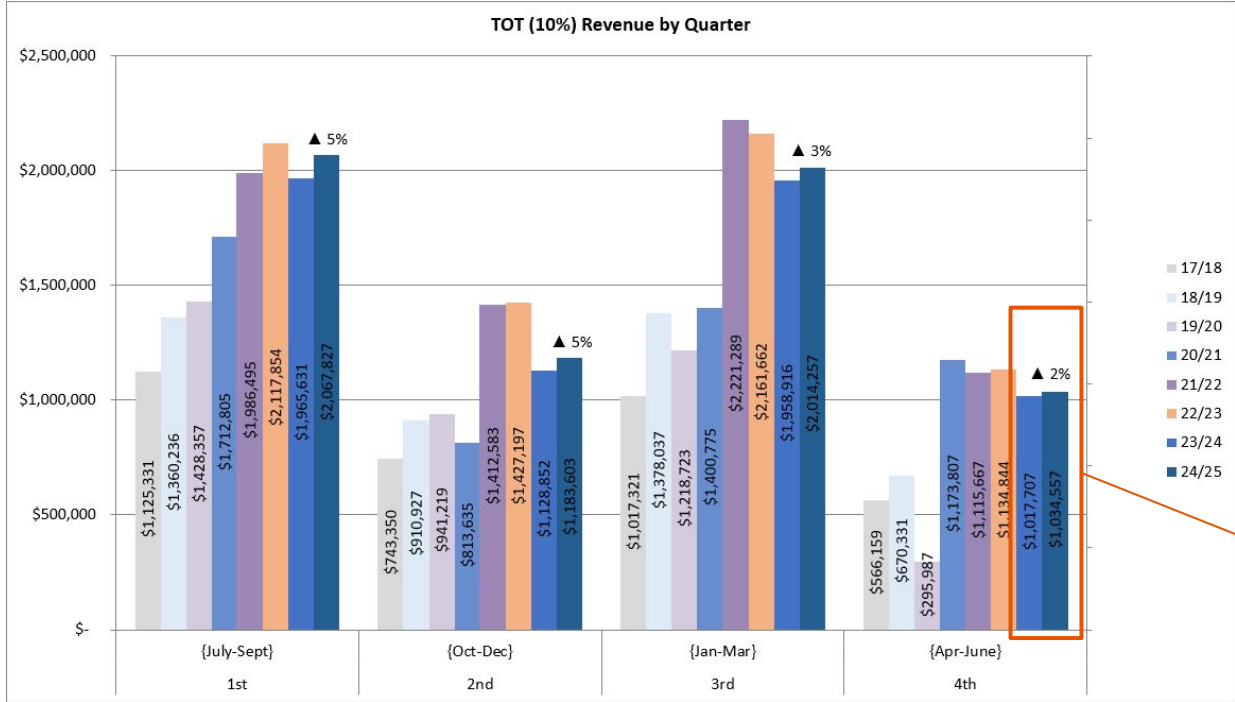
Projected for FY 25/26. VTT
is budgeting off of \$57.5M

4%

**LODGING
GROWTH**

FY 24/25 brought in
\$229k more than FY
23/24, totaling \$6.3M
total TOT lodging
revenue

TOT REVENUE BY QUARTER



1.66%

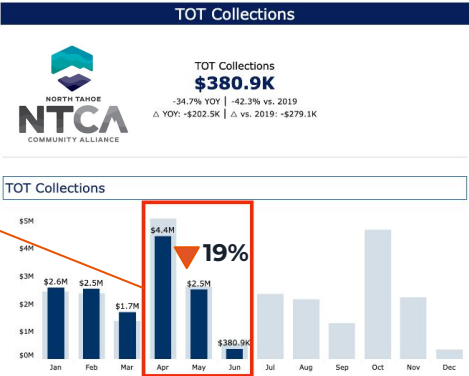
Q4 GROWTH (SPRING)

1.66% growth YOY, totaling \$16,850. VTT launched spring campaign to support lodging. **N. Lake Tahoe saw 19% decrease in TOT revenue in same quarter.**

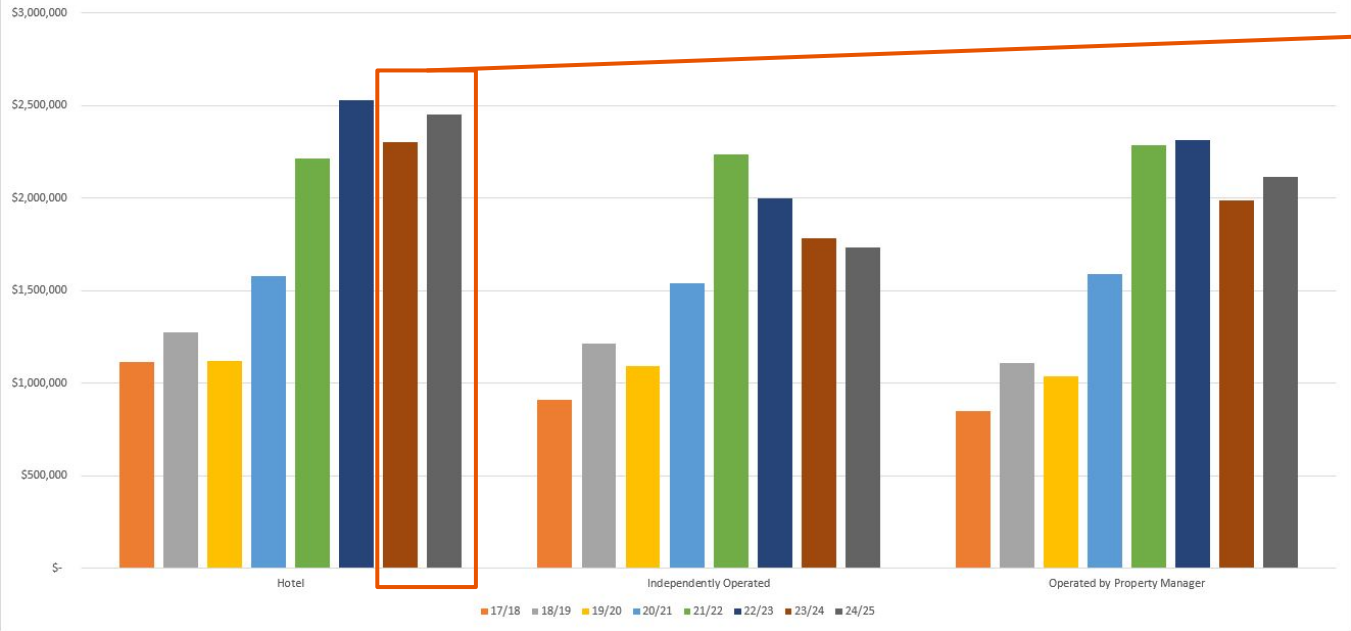
4.85%

Q2 GROWTH (FALL / EARLY WINTER)

4.85% growth YOY, totaling \$54,746. Strong Christmas snow and early start to ski season. VTT also launched early winter offer.



TOT REVENUE PROPERTY TYPE



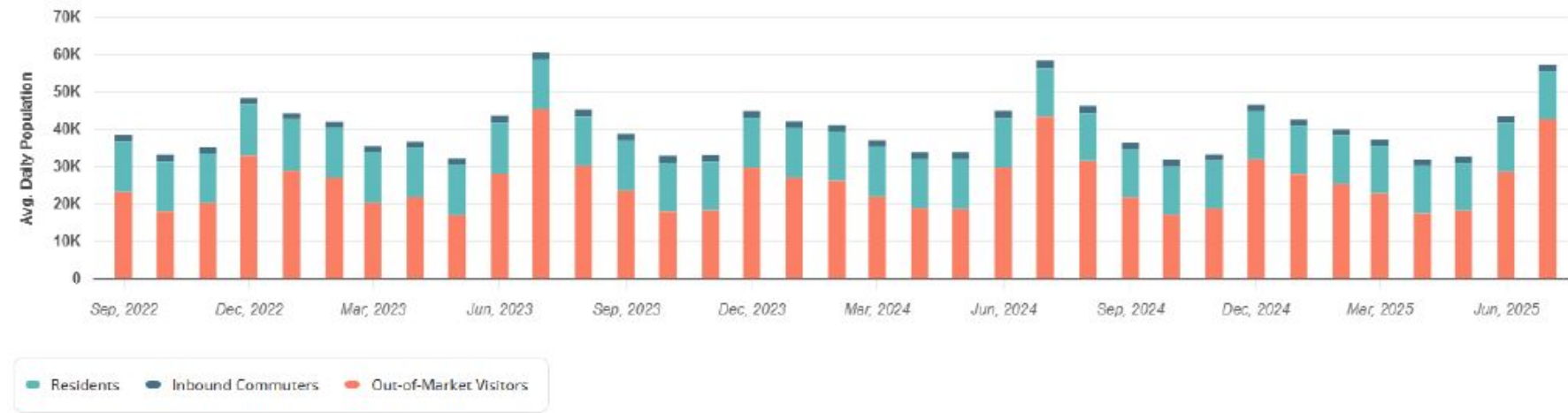
23.7%
% OF HOTEL REVENUE
A 5.32% increase YOY

32.9%
% OF INDEPENDENTS
-3.10% decrease YOY

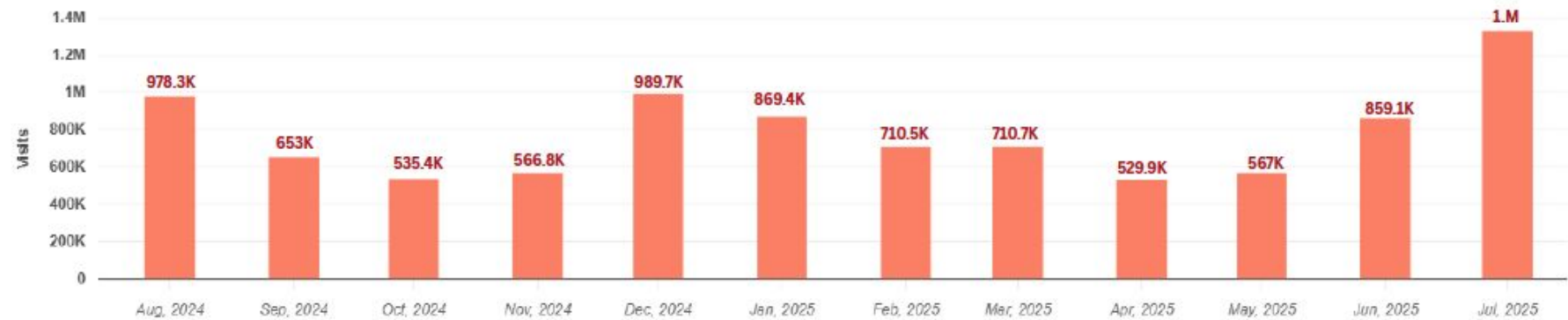
43.3%
% OF PROPERTY MANAGERS
3.56% increase YOY

SEPT 2022 - JUNE 2025

MONTHLY VISITOR POPULATION



DAILY POPULATION BY MONTH



Out-of-Market Visitors

Market Population Metrics

Truckee
Town • California

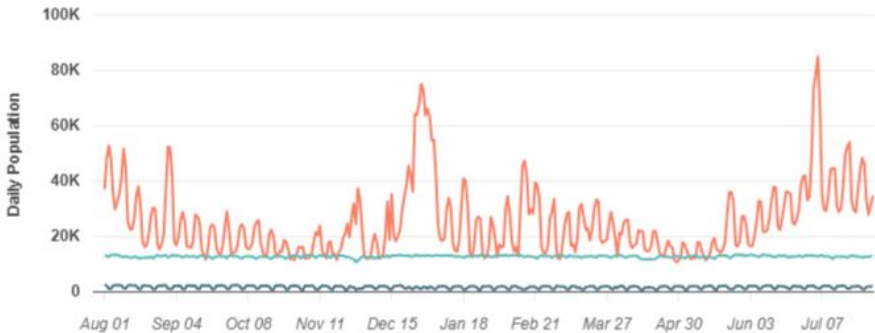
Resident Population (Census 2023)	16.8K (+0.9% vs. 2020)	Out-of-Market Visitors	2.8M (-2% YO3Y)
Employees	9.4K (+14.9% YO3Y)	Daytime Population (STI: Workplace 2024)	18.2K

Compared to: 3 Years Ago | Aug 1st, 2024 - Jul 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

DAILY POPULATION BY DAY

Daily Population Trend

Truckee
Town • California



Residents Inbound Commuters Out-of-Market Visitors

Avg. Daily Population

25K

2K

13K

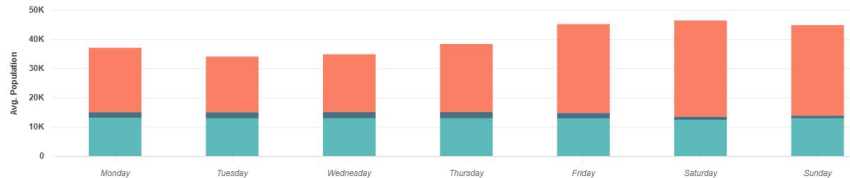
Daily Activity ?

Market:



Show By:

Number % Percentage



Residents Inbound Commuters Out-of-Market Visitors

Daily | Visits | Aug 1st, 2024 - Jul 31st, 2025

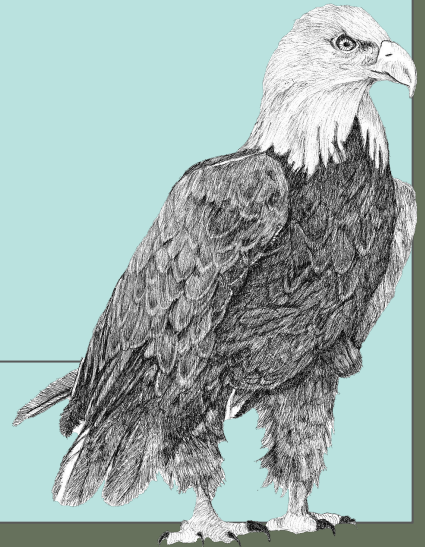
Data provided by Placer Labs Inc. (www.placer.ai)

JUNE - JULY 2025

DAILY POPULATION BY DAY (PEAK SUMMER)



NEW DEVELOPMENTS



WHAT'S NEW

PALISADES TAHOE

- Improved snowmaking on Dance Floor at Alpine, Snow King + Mountain Run at Palisades
- Faster lift access with 64 new flapper style gates streamlining lift lines
- Parking Program: carpool will now be 4+ & reservations required on weekends + holidays. \$20 for carpool drivers.
- Toyota US Mogul Freestyle Championships: March 27-29, 2026
- Rahlves Banzai: April 10-12, 2026



WHAT'S NEW

SUGAR BOWL

- Village Lodge Deck improvements
- New kitchen w/ reimagined F&B experience
- Modern locker facility
- Resort beautification phase 1
 - Village green & courtyard landscape
 - Removal of unused buildings
- Gondola replacement & rehab in summer of 2026
- Main Lodge renovation, snowmaking investments, road improvements in 2026
- Ongoing: athlete training facility enhancements



WHAT'S NEW

TAHOE DONNER

- New ski lodge projected to be completed by this winter
- Completely reimagined experience: enlarged sun deck, expansive dining
- Dedicated learning space for kids & beginners
- Tahoe Donner XC celebrating its 40th year
- New snowcat for XC trails



WHAT'S NEW

NORTHSTAR CALIFORNIA

- Epic Friends tickets: season long benefit offering 50% off lift tickets





THE OLD LUMBERYARD

Truckee's heritage meets modern mountain living in this reimagined community hub.

Once home to Truckee Tahoe Lumber Co. (1931–2020), *The Old Lumberyard* is being transformed into an open-air hub blending local shops, dining, recreation access, and mountain views — honoring Truckee's heritage while creating a vibrant new gathering place.





THE OLD LUMBER YARD

PHASE I

Transforming the former Truckee Tahoe Lumber yard into a vibrant community hub featuring dining, fitness, art, and local gathering spaces.

- **North Shed:** Dopo Pizza & Pasta by Coffee Bar, Liv Studio, Alpenswing, Ryan Group Architects + 2 available spaces
- **West Shed:** Fifty-Fifty Brewing (anchor tenant)



THE OLD LUMBER YARD

PHASE II

Submitted to the Town of Truckee. Pending approval, plans include:

- 3-story housing building
- 2-story event center
- Mixed-use Church Street building with ground-floor commercial and a 10-12 room boutique hotel above



THE OLD LUMBER YARD

OUTDOOR EVENTS

- Outdoor stage for small events
- Custom fire pits with art features
- Grass, landscaping, pavers, boulders & varied seating
- Public art installations
- Community events: markets, movie nights, live music & street fairs





MARRIOTT PORTFOLIO PROPERTY

MTN SCOUT HOTEL

A 129-room boutique hotel in the Gray's Crossing community. Mtn Scout blends contemporary mountain design with subtle nods to Truckee's heritage for an elevated, authentic stay.

MTN SCOUT HOTEL

KEY FEATURES & AMENITIES

- 129 thoughtfully designed guestrooms
- Detached, full-service conference center
- Lobby-level restaurant and bar
- Tunnel 6 – third-floor whiskey bar & lounge honoring Truckee's railroad legacy
- Outdoor gathering spaces with fire pits
- Courtyard hot tubs
- Event hall with garden and patios
- Modern fitness center
- Valet gear storage for ski, bike & hike equipment



MTN SCOUT HOTEL

DEVELOPMENT TEAM



GRAY'S CROSSING

Gray's Crossing Hospitality

Merced-based developer by the Abbate Family, creating authentic Truckee mountain-town experiences that connect community and place.



Huff Construction

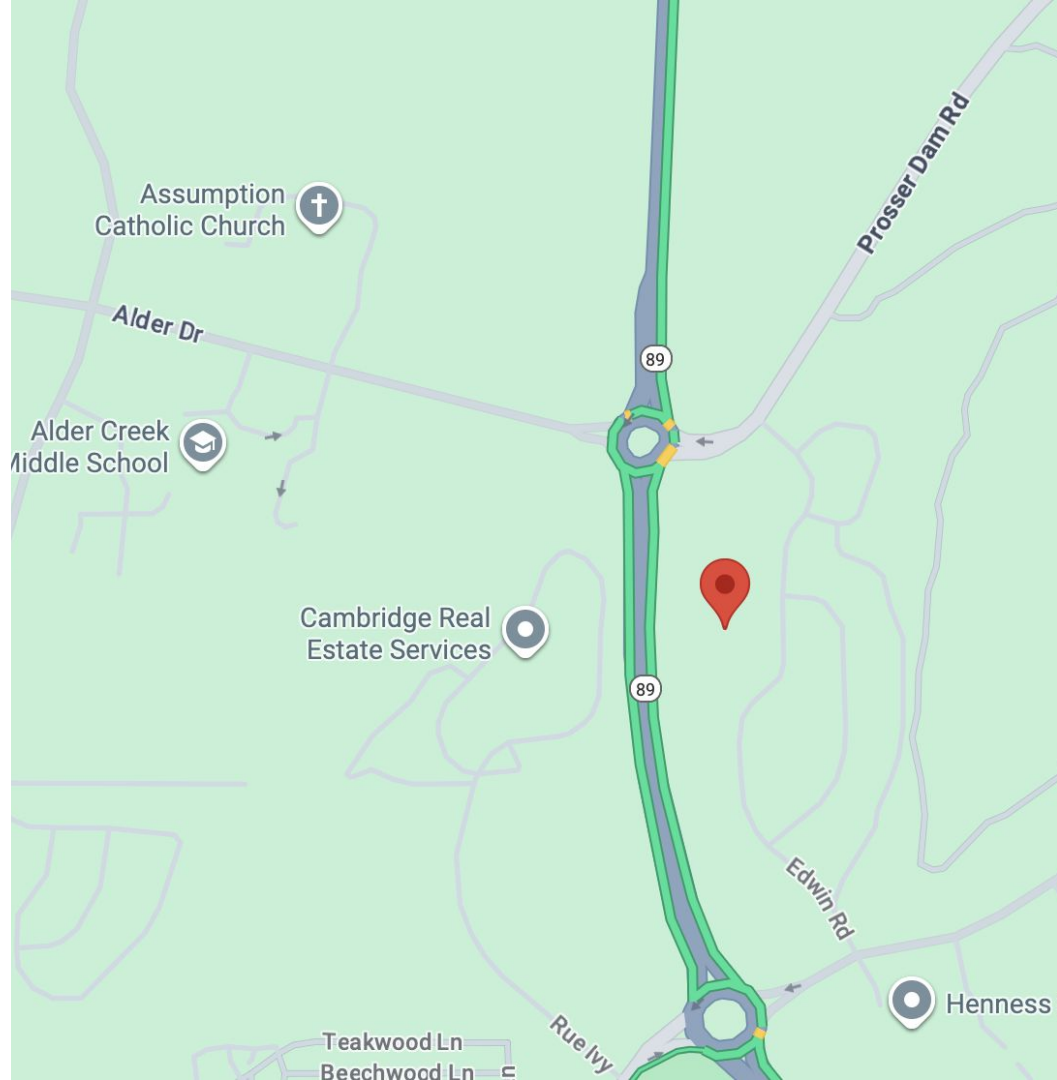
Award-winning builder (2023 Builder & Professional of the Year) recognized for quality craftsmanship and sustainable design.



MTN SCOUT HOTEL

LOCATION & TIMELINE

- **June 2025:** Groundbreaking ceremony for the hotel.
- **Early 2028:** Expected opening of the hotel.
- **Project location:** 10162 Edwin Way, Truckee, CA















COMMON TRUCKEE PINE CAL. USA

Site Location



Truckee Rail yard Master Plan Area



Key Project Details

- 60 hotel units
- 15 for-sale condos (2bd and 3bd)
- 5,000 square feet of F&B
 - Ground floor restaurant
 - Rooftop bar
- 2,500 square feet of meeting/event space
- 2,300 square feet of fitness/wellness space
- Rooftop pool, spa and terrace
- Commitment to sustainable development (mass timber)

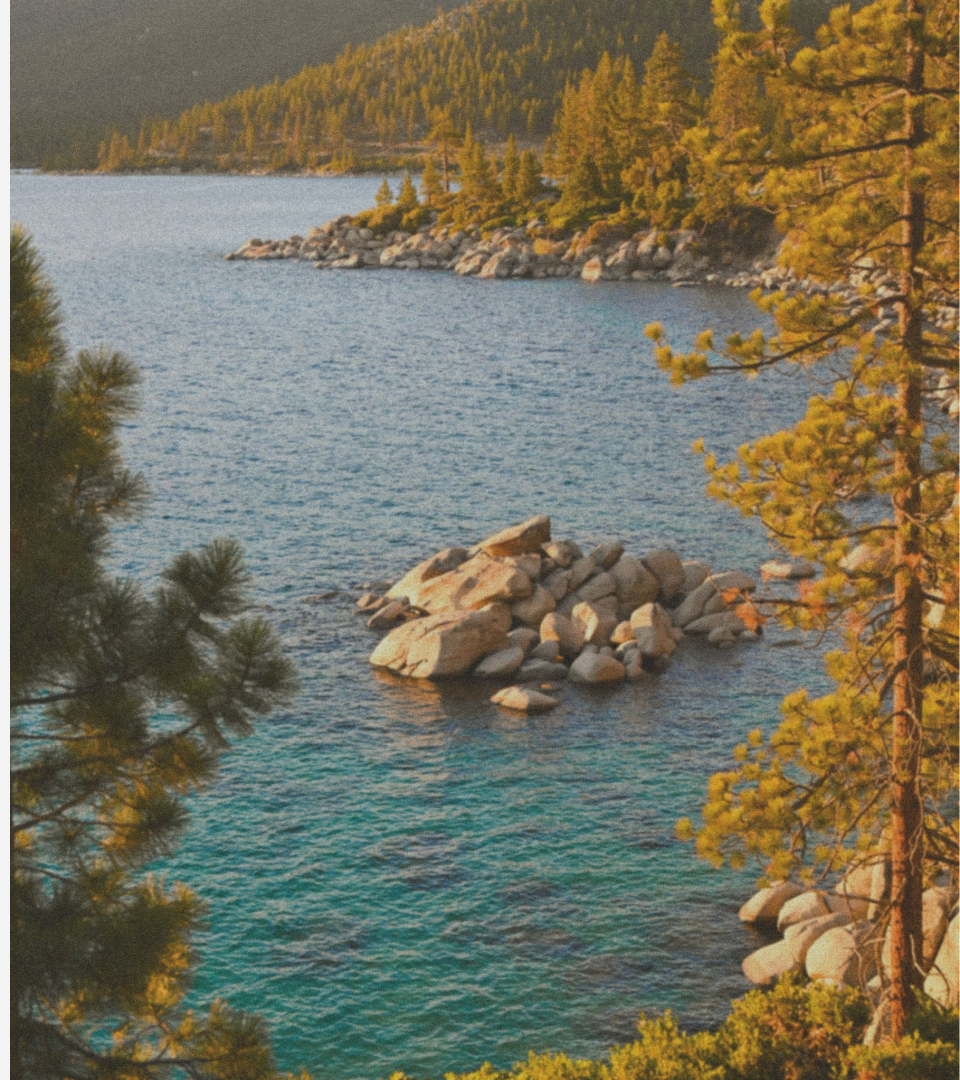






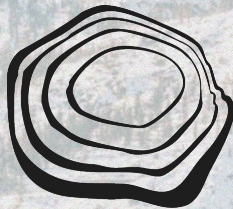
Timeline

- Acquired site in 2024
- Anticipated entitlements Q1 2026
- Permit ready Q1 2027
- Construction start Q2 2027
- Opening Q2 2029



Thank You

rikesh@commonpine.com



**COMMON
PINE**

TRUCKEE
CALIFORNIA